Affiliation & Marketing

AmeriCorps Affiliation

AmeriCorps program provisions dictate that, "the grantee must identify the program as an AmeriCorps program and members eligible for an education award as AmeriCorps members." This does not mean that "AmeriCorps" must be in the name of the program, but simply that the program must identify itself as being associated with AmeriCorps.

Further, "to establish the relationship between the program and AmeriCorps, the grantee should use the phrase 'The AmeriCorps National Service Network' or 'an AmeriCorps program' or 'a proud member of the AmeriCorps national service network'".

One last preliminary note is that donors to local programs may not use the AmeriCorps name or logo in advertising or other promotional materials without the written permission of the Corporation. Permission may be withheld if recognition of the donor is inconsistent with the Corporation's policies and objectives.

Logos

Camera-ready logos are available from the AmeriCorps media center and can be downloaded for use from the Corporation's website at: http://www.nationalservice.gov/newsroom/marketing/logos/

In order to preserve the AmeriCorps identity, you must obtain written permission from the Corporation if you wish to:

- use the AmeriCorps name or logo on materials that will be sold;
- use the AmeriCorps name or logo on clothing not worn by members or alumni;
- alter the AmeriCorps logo or use it as a part of any other logo or design; or
- allow a donor to use the AmeriCorps name or logo in promotional material.

Service Gear and Other Promotional Items

For a program to identify itself with AmeriCorps it must use the AmeriCorps name and logo on service gear and public materials such as stationery, application forms, recruitment brochures, on-line position posting or other recruitment strategies, orientation materials, member curriculum, signs, banners, press releases and publications related to their AmeriCorps members AmeriCorps gear can be ordered on-line at: http://www.nationalservicegear.org/ or designed locally

Promoting Your Program

Every year, thousands of stories about Senior Corps and AmeriCorps appear in the media – almost all generated by local project staff and volunteers. Publicizing your program is not a goal in itself; it is a

means of building support for your program and increasing your likelihood of success. Taking the time to communicate with the public helps attract resources from your community, including volunteers, sponsors, and funding, and helps educate people about your program. You don't have to be a media pro to get good coverage, but having some tips and resources can help. Check out this site: http://www.nationalservice.gov/newsroom/marketing

In addition to AmeriCorps service gear, there are many other ways in which the common look and affiliation may be advanced by programs. (Some of these items may be purchased with grant money.)

- Members should identify themselves as AmeriCorps members and describe AmeriCorps appropriately.
- Signs should identify sites as AmeriCorps project sites.
- Program staff should be able to discuss AmeriCorps with visitors.
- Stationery, brochures, fax cover sheets, and newsletters can identify the program as AmeriCorps, including the use of the logo.
- Your community should be aware that the members are AmeriCorps members.
- Press releases and other public materials should note that the program is part of the AmeriCorps national service network.

In addition to the many publications available from the Corporation for National and Community Service (such as handbooks, manuals, recruitment and marketing materials), local programs often develop their own materials. To let others know of your affiliation with AmeriCorps, you may want to use the AmeriCorps name and logo in your publications. Publications that are distributed externally must include the following acknowledgment and disclaimer:

> *"This material is based upon work supported by the Corporation for National and Community Service under AmeriCorps Grant No. _____. Opinions or points of view expressed in this document are those of the authors and do not necessarily reflect the official position of AmeriCorps or the Corporation for National and Community Service."*

Marketing & Public Relations

Sharing Your National Service Story: A Guide to Working with the Media
Running a national service program is more than a full-time job. Between developing projects, recruiting volunteers, managing finances, seeking resources, and filling out paperwork, it may feel like there's no time to do anything else. With all the things a busy program manager has to do, you may wonder: "Why should I care about media coverage, and can it really help me?"
The answer is yes – and getting it is easier than you think. Every year, thousands of stories about Senior Corps, AmeriCorps, and Learn and Serve America appear in the media – almost all generated by local project staff and volunteers. You don't have to be a media pro to get good coverage, but having some tips and resources can help. To access the guide, go to:
http://www.serve.nebraska.gov/pdf/grantee/americorps/Sharing%20Your%20National%20Service%20Story.pdf

Social Media Online Policies & Tips

The CNCS Resource Center has a guide called "Social Media Strategy Handbook and Online Communications Guide" from the Red Cross. The handbook contains steps to adopting a social media strategy as well as best practices from Red Cross units and outside experts: http://www.nationalserviceresources.org/samples/Social-Media-Strategy-Handbook-and-Online-Communications-Guide

Other Organization's social media polices:

GSCNC Online Policy - Girl Scout Council of the Nation's Capital
www.gscnc.org/Social_Media_Guidelines.html

Social media policy for Girl Scouts of San Gorgonio Council
http://issuu.com/jessicalawrence/docs/social_media_policy

Our Social Media Policy - Big Brothers Big Sisters of San Diego
http://www.sdbigs.org/site/c.8hKPI5MGIhI0E/b.7883231/k.66F5/Our_Social_Media_Policy.htm

And the most detailed one of all:
Social Media Policy for Employees of the Los Angeles Unified School District
www.lausd.net/lausd/offices/office_of_communications/bul-5688.0_social_media_policy.pdf